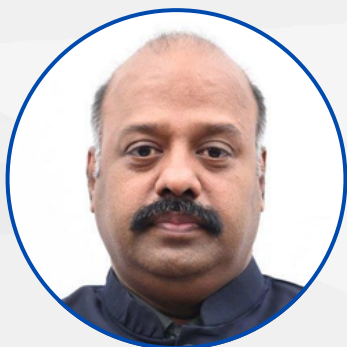




## Centre for Research & Development

### Research Supervisor (Guide) Profiles

#### Discipline of Supervision: Media and Communication



#### **Dr. Gopakumar A V**

Professor

Department of Media Studies

School of Humanities and Social Sciences

#### **Areas of Specialisation:**

Film Studies , Content Analysis-Advertising,  
Qualitative Analysis of Media Content

Dr. Gopakumar A.V. is Dean of the Faculty of Humanities and Social Sciences and Professor of Media Studies at Kristu Jayanti (Deemed to be) University, Bengaluru. His primary research interests include Film Studies, Semiotics, and Advertising Communication, with a focus on how cinema and visual narratives articulate cultural identity, social consciousness, and symbolic abstraction. He has published extensively in reputed national and international journals, contributing to scholarship on Indian and world cinema, advertising strategies, and media ethics. His work spans semiological analyses of Indian filmmakers such as T.V. Chandran and Lijo Jose Pellissery to critical examinations of global advertising campaigns like Coca-Cola's Real Magic. His research employs qualitative methodologies to decode visual strategies, cultural allegories, and subliminal communication techniques in media. In addition to research, he has played a pivotal role in curriculum development under NEP 2020, ensuring alignment of programme outcomes with global academic standards.

#### **Selected Publications:**

1. Augustine, A., **Gopakumar, A. V.**, and Jagadeesh, K. K. (2024). The 'Magic' of Immersive Storytelling: A Qualitative Deconstruction of Coca-Cola's 'Real Magic' Ad Campaign. Springer Nature Switzerland. [https://doi.org/10.1007/978-3-031-63569-4\\_28](https://doi.org/10.1007/978-3-031-63569-4_28)
2. **Gopakumar, A. V.**, Augustine, A., Abraham. (2023). Visual Strategies in Portraying Motor-Related Symptoms of Parkinson's Disease in AMRI Hospital's 'Parkinson's Makes Life Difficult' and 'Before the Symptoms of Parkinson's Get Out of Hand, Come to Us' Advertisement Campaigns- A Qualitative Content Analysis. European Economic Letters. <https://doi.org/10.52783/eel.v13i3.321>
3. T, R., and **AV, G.** (2020). Perceived Parental Attitude in Relation to Healthy Personality of Adolescents - An Exploratory Study. International Journal of Research - Granthaalayah, 8(8), 155–163. <https://doi.org/10.29121/granthaalayah.v8.i8.2020.997>